

FullScript - A 60 second introduction

A Transcript of FullScript in 60s

Includes Notes and Speaker marking.

This document was automatically produced by FullScript automation on human-based Caption (Timed Text) production - with smart HyperTranscription™ and autosegmentation.

FullScript enables your media to be really rich. You can be found more easily in search, and when you are found, your audience is more engaged and satisfied.

FullScript allows you to fully tag and annotate online audio and video media and produce associated timing information. Your audience is able to interact with the content including searching the media context, and going to a selected point within it. The media presentation is richer, and having this additional richness can double your relevant search rankings, and lead to higher audience satisfaction, time spent, onward linking, and message retention.

It is based on an innovative set of production and publishing software and services that streamline the transcription and timing process and publish it in a slick way. It can automatically be rendered in a standards-compliant browser, as well as providing beautiful transcriptions and metadata for other systems. What that means is that what is desirable can be done practically and economically!

The process simultaneously makes a variety of Timed Text and multimedia formats including SMIL3, YouTube formats, and W3C TT (DFXP). These can be used in many display and publishing systems, and has been used in the automatically generated online presentation at:

Please see a browser-based demonstration at:

<http://fullscript.cc/Sites/FullScriptDemo/site/FullScriptDemo.html>

FullScript Commentator

Be Found. Be Seen. Be Heard. Be Touched.

Interviewer

So, tell me about FullScript

John Baker, FullScript

FullScript's the way to make your online audio and video really rich. You can be found more easily in search, and when you are found, your audience is more engaged and satisfied. So it's great for Media Broadcasting, Corporates, podcasting, and News.

Interviewer

How does that help over traditional media?

John Baker, FullScript

Well, you get a larger, more engaged audience. Your audience can search the media and engage with the content, so they remember it more. So you're differentiating your message.

Interviewer

So how is this affordable for mainstream publishing?

John Baker, FullScript

We've developed powerful tools for production and publishing. FullScript streamlines the process, so it's easy & practical, so you multiply your message for a fraction of the cost of mainstream media publishing.

Interviewer

And what's the next step?

John Baker, FullScript

Please contact us for a free demo.

FullScript Commentator

Thank you for experiencing FullScript

Appendix:

Please see <http://fullscript.cc> for more information.